



# **Marketing, Advertising, Outreach**

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***Presented by Doug Burt, AZGFD  
Summer 2012 HAWHG Meeting***

# How are we Reaching Them?

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- 2011 survey indicates – in many ways:
  - Direct mail (letters to draw tag holders)
  - Email
  - Social media
  - Word-of-mouth and friends & family
  - Other (majority listed other)
    - AZGFD: website, regulations, ad, magazine
    - Outdoor Expo (G&F, ISE, and no identifier)
    - Scholastic Clay Target Program (SCTP)
    - Hunter Education
    - Internet
    - Flyer, signs

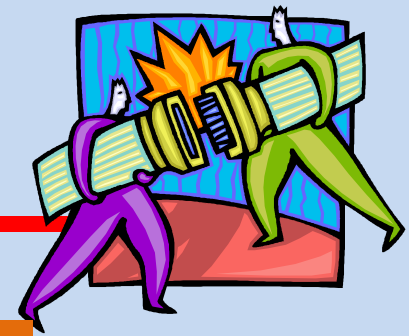


# New Ventures – Retail Partners

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- In May, we met with outdoor retailers to learn about the frequency of customers that are “completely new” to hunting/fishing at their stores.
  - Archery Headquarters
  - Bass Pro Shops
  - Cabela’s
  - Dick’s Sporting Goods
  - Sportsman’s Warehouse
- Each representative indicated they get a number of these “how do I get started” customers – daily.

# The Missing connection?



- Provided retailers with customized flyers to assist with these target customers:
  - A “Got Gear” flyer promoting outdoor skills camps to learn how to use your gear
  - A “Learn to Hunt Deer” flyer with a list of mentored camps and draw information

**GOT GEAR? LET US TEACH YOU HOW TO USE IT.**

**LEARN** to hunt, trap, shoot and fish!

**CREATE MEMORIES**

**CONNECT** your child

**I've always wanted to:**  
**LEARN HOW TO HUNT DEER**

Here's your chance to learn in a safe and educational environment from experienced hunters of the Hunting and Angling Heritage Workgroup. Apply for a permit for one of the hunt numbers listed by June 12.

#1157, Unit 22, Oct. 11-14  
#1158, Unit 23, Oct. 11-14  
#1155, Unit 20B & 21, Oct. 11-14  
#1166, Unit 42, Nov. 22-25  
#1156, Unit 20C, Nov. 30-Dec. 2  
#1164, Unit 36A, Nov. 23-25  
#1165, Unit 36B, Nov. 23-25

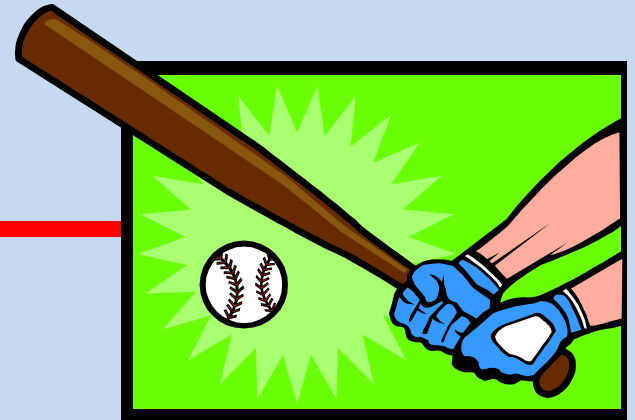
Visit [WWW.AZGFD.GOV.OUTDOORSKILLS](http://WWW.AZGFD.GOV.OUTDOORSKILLS) to apply for a permit, for event registration, and to learn about other hunting, fishing, trapping and shooting events supported by partnering organizations, retailers and industry.

**Cabela's** Join the Arizona Game & Fish Department groups, retailers, and other partners at for a listing of events and [WWW.AZGFD.GOV.OUTDOORSKILLS](http://WWW.AZGFD.GOV.OUTDOORSKILLS)

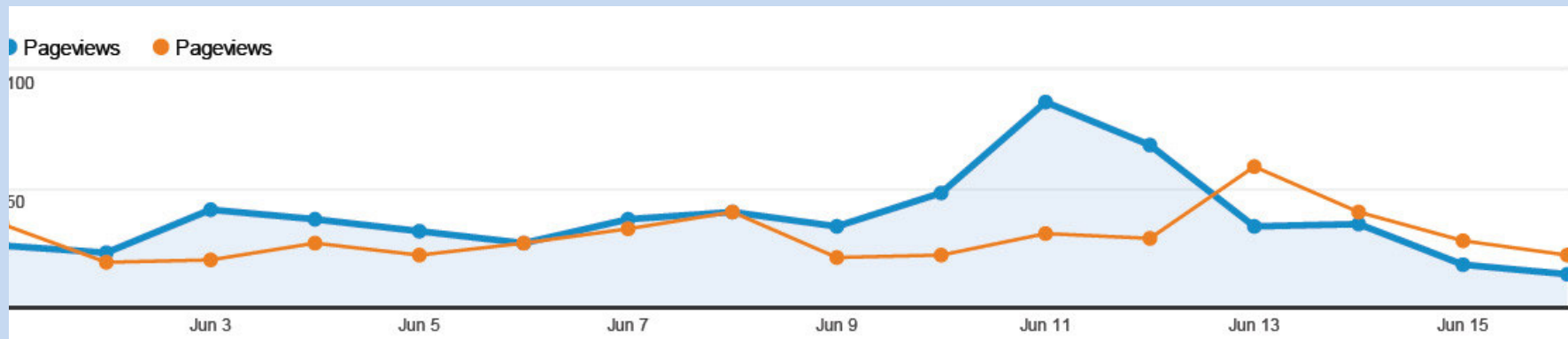
**Archery** HEADQUARTERS 4250-4511-2100 Where service events collection archery.org

**Arizona Game & Fish**

# We're on to Something



- The retailers indicated the flyers will assist with “undecided” sales.
- The flyers should give new customers confidence (in buying), and a pathway to learn how to use their gear.
- Traffic increased on the Outdoor Skills web page compared to 2011, 86 hits vs. 31 on 6/11 - a 177% increase.



# Website duplicated promotion

**ARIZONA GAME AND FISH DEPARTMENT**  
MANAGING TODAY FOR WILDLIFE TOMORROW  
www.azgfd.gov 602 942-3000

BUY LICENSES | BIG GAME DRAW | eNEWS | CALENDAR | VIDEO | HUNTING | FISHING | WILDLIFE VIEWING | CONSERVATION | EDUCATION | BOATING | SHOOTING | OHV | SITE MAP | EMPLOYMENT

**Big Game Hunt Draw Information**

**2012 Fall Draw and Hunt Information**

The deadline to apply for fall hunts issued through the drawing process for deer, turkey, javelina, bighorn sheep, buffalo, and pheasant WAS Tuesday, June 12, 2012 by 7 p.m. (MST).

An announcement will be posted on the Department's website and sent out via e-news when draw results are available. Hunt permit-tags for successful applicants are anticipated to be mailed out no later than Aug. 10, 2012.

[Online draw web page](#) (view bonus points and update payment information)

- 2012-13 Arizona Hunting and Trapping Regulations and Draw Information (PDF, 8mb)
- Hunt Permit-Tag Application Form (PDF, 1mb)  
Use the application for the draw and leftover process.
- KIDS: Learn how to hunt deer:** Youth deer camps, hunt numbers for your application
- WOMEN: Learn how to hunt deer:** Hunt numbers to use to join this women's hunting event.

**2012 Elk/Pronghorn Hunt Information**

**View draw results: Leftover permits available**

The drawing results for Arizona's 2012 elk and pronghorn antelope big game hunts are available by visiting the [online draw website](#) and scrolling down to the "view results and bonus points" link.

Applicants can also find out if they were drawn by calling (602) 942-3000 and selecting option two.

There were more than 133,000 applicants for this year's elk/pronghorn antelope draw.

Hunt permit-tags for successful applicants, and refunds for unsuccessful or rejected applicants/applications (less application fees), are anticipated to be mailed out by April 20.

For those individuals who missed the draw deadline or were unsuccessful in getting a permit-tag, there are still some leftover tags remaining, available on a first-come, first-served basis.

There are two methods to obtain a leftover tag. Applications will be accepted by mail only

**KIDS LEARN TO HUNT DEER FROM EXPERIENCE HUNTERS**

I've always wanted to LEARN HOW TO HUNT DEER

Want to hunt deer, but not sure how to do it, or where to get started?

Apply for one of the deer hunts listed on the above flyer through the drawing lottery process, to join one of our many first-time deer hunting camps for kids. These events teach hunting basics, how to find deer, provide a centralized camping location and more.

[Click to view flyer](#)

**WOMEN LEARN TO HUNT DEER FROM EXPERIENCE HUNTERS**

I've always wanted to LEARN HOW TO HUNT DEER

Want to hunt deer, but not sure how to do it, or where to get started?

Apply for one of the deer hunts listed on the above flyer through the drawing lottery process, to join the first-ever deer hunting camps just for women. This event will teach hunting basics, how to find deer, provide a centralized camping location and more.

[Click to view flyer](#)

## Big Game Draw page

Promoted mentored deer camps, and newly launched women's deer

**ARIZONA GAME AND FISH DEPARTMENT**  
MANAGING TODAY FOR WILDLIFE TOMORROW  
www.azgfd.gov 602 942-3000

BUY LICENSES | BIG GAME DRAW | eNEWS | CALENDAR | VIDEO | HUNTING | FISHING | WILDLIFE VIEWING | CONSERVATION | EDUCATION | BOATING | SHOOTING | OHV | SITE MAP | EMPLOYMENT

**Arizona Mentored Outdoor Skills Camps**  
*Workshops designed to teach hunting, trapping, fishing, and shooting activities.*

Are you interested in developing your outdoor skills? Do you want to connect with nature? Have you always wanted to shoot a gun, try hunting, or harvest your own food?

If so, then you've found the right place.

The Arizona Game and Fish understands the need to offer opportunities for first-time hunters. In a collaborative effort with sportsmen's groups, gun clubs and conservation organizations to offer first-time hunters an experience to learn about hunting, below is a list of upcoming events.

**Right now it's time to apply for a deer hunting tag for the fall season. The deadline is Tuesday, June 12 by 7 p.m. (MST).**

If you want to learn how to hunt deer, check out the flyers below, kids and women, for details on the many deer hunting camps for beginners. When you apply for a tag through the drawing lottery process, use the hunt number that best meets the area and time you want to hunt.

**Never hunted before?**  
**Learn to hunt deer from experience hunters.**

**KIDS**

I've always wanted to LEARN HOW TO HUNT DEER

Want to hunt deer, but not sure how to do it, or where to get started?

Apply for one of the deer hunts listed on the above flyer through the drawing lottery process, to join one of our many first-time deer hunting camps for kids. These events teach hunting basics, how to find deer, provide a centralized camping location and more.

[Click to view flyer](#)

**WOMEN**

I've always wanted to LEARN HOW TO HUNT DEER

Want to hunt deer, but not sure how to do it, or where to get started?

Apply for one of the deer hunts listed on the above flyer through the drawing lottery process, to join the first-ever deer hunting camps just for women. This event will teach hunting basics, how to find deer, provide a centralized camping location and more.

[Click to view flyer](#)

[Click here to apply and learn more about the draw.](#)

search keyword: deer hunting  
**Let's Talk Deer**

[@faser RUKO](#)  
4-3/4-Inch Blade Hunting Knife with Genuine Deer Horn Handle and Leather Sheath: RUKO RUK0037 Genuine Deer ...  
amzn.to/yDDqCh  
2 minutes ago · reply · retweet · favorite

[dh](#) deerhub YouTube video looks at what it takes to manage deer in Pennsylvania bit.ly/3KLUS - very well done. #hunting #deermanagement  
2 minutes ago · reply · retweet · favorite

2 new tweets

[Scotty\\_Beach RT @Skelly\\_Waggoner](#): If you love deer hunting just go to cully around 1 and drive around  
Join the conversation

Tweets about Hunting in Arizona  
**#azhunting**

## Outdoor Skills page

Informed of the application deadline, hunt numbers to use

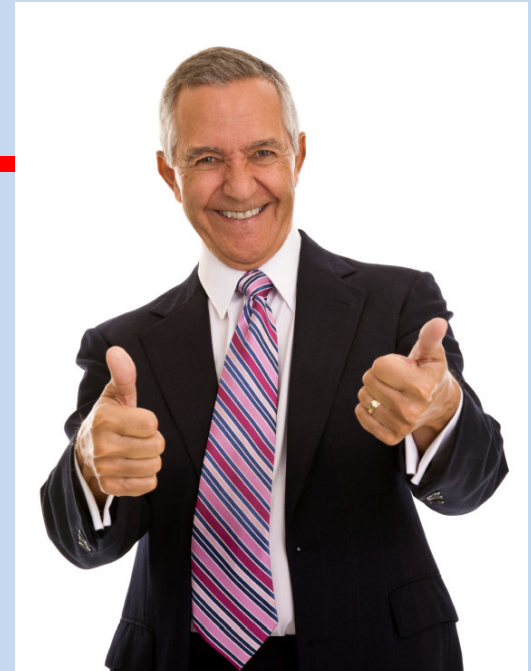


# Feedback

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*“We get two or three people every day asking them exact questions at my store. I can only imagine if we were to have someone at the big box stores that was on point handing out that information to all the people they receive and you multiply that across the valley this without a doubt is the biggest recruiting tool department has ever developed”*

~ Arizona outdoor retailer



# Continuing our strengths - REGS

Arizona Game and Fish Department

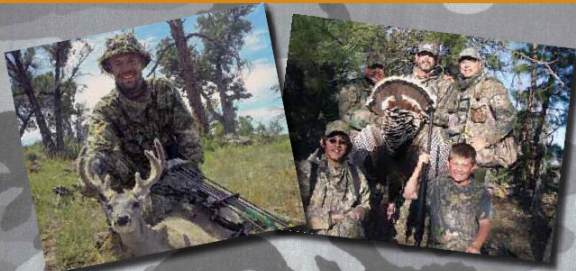
## 2012-13 Arizona Hunting and Trapping Regulations



www.azgfd.gov

Hunt information for deer, fall turkey, fall javelina, bighorn sheep, fall buffalo, fall bear and mountain lion.

To report violators, call the Department's Operation Game Thief line: (800) 352-0700.



This booklet includes annual regulations for statewide hunting of the big game species listed above, small game, other huntable wildlife and trapping.\*

Use this booklet to apply for the 2012 Fall Draw Cycle. This information applies to hunting seasons from July 1, 2012 to June 30, 2013.

Hunt permit application deadline is Tuesday, June 12, 2012 at 7 p.m. MST.

You may purchase Arizona hunting licenses online.

The online application service will be available early to mid-May. Paper hunt permit applications also can be submitted by mail or at any Department office.

\* Two other annual hunt draw information booklets are published for spring big game hunts and elk and pronghorn antelope hunts covering season dates, open areas, permits and drawing/application information.

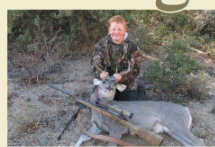
Learn Outdoor Skills: Hunt, Trap, Fish, Shoot, Wildlife Recreation

## New to Hunting?

The Arizona Game and Fish Department is dedicated to introducing children to the American tradition of hunting by offering a wide variety of juniors-only hunting and shooting programs. These programs are designed to get children in the field with a parent, guardian, or mentor who can focus completely on the child, and provide the guidance needed to teach the next generation of hunters how to be safe, responsible stewards and ethical conservationists.

To provide plenty of opportunities, Game and Fish is partnering with sportsmen's groups, gun clubs, and conservation organizations to host mentored events and camps for beginners to assure a positive experience hunting in the great outdoors. Below is a listing of some of the upcoming events.

Visit [www.azgfd.gov/outdoorskills](http://www.azgfd.gov/outdoorskills) for more information.



### MONTHLY Novice Predator Hunter Orientation

- Learn to hunt coyotes, foxes, and bobcats.
- Novices matched with a hunting mentor at this club meeting.
- Second Thursday of each month through 2012.
- Location: Mesa.
- Hosted by: Arizona Predator Callers.
- Register: [www.azpredcallers.com](http://www.azpredcallers.com), [stancam@cox.net](mailto:stancam@cox.net)

### MAY May 19-20: Flagstaff Archers 3D Shoot

- 45 target 3D course, with novelties, and a dedicated kids and beginners course, some beginning equipment available.
- Location: Flagstaff area, Willard Springs; exit on I-17, 12 miles south of Flagstaff.
- Hosted by: Flagstaff Archers.
- Register: Martin Martin, (508) 853-2298, [www.flagstaffarchers.com](http://www.flagstaffarchers.com)

### JUNE 2012

#### June 2: J.A.K.E.S. Day

- Juniors Acquiring Knowledge, Ethics and Sportsmanship is for kids up to age 17 and teaches the beginning skills of target shooting, and how to call and hunt wild turkeys. Lunch and free JAKE membership included.
- Location: Fort Huachuca, Sportsman's Center.
- Host: Huachuca Gould's Chapter of the National Wild Turkey Federation.
- Register: Wayne (520) 678-9827, Tom (520) 654-4770, or [www.nwtfhuachuca.org](http://www.nwtfhuachuca.org)

#### June 9: Fishing for Smiles

- Kids annual fishing event, family activities, prizes, outdoor exhibitors, and more.
- Location: Kingman

- Hosted by: Kingman Elks Lodge No. 469, Mohave Sportsman Club.
- Register: Don Martin, [awagade@citlink.net](mailto:awagade@citlink.net), or (928) 641-4467.

#### June 27-30: Junior Gun Safety, Marksmanship Day Camp

- Learn about air guns, marksmanship, safety and shot placement for hunting, followed by a 3-position tournament.
- Location: Tempe American Legion Post.
- Hosted by: Shoot Right.
- Register: Rob Potter, [info@shootrightaz.org](mailto:info@shootrightaz.org), \$125 fee.

#### June 29-July 1: Sunrise Archery 3D Shootout

- Test your archery shooting skills at this popular fun shoot and competition in the cool pines.
- Location: Sunrise Park Resort.
- Hosted by: Sunrise Park Resort.
- Register: [www.sunriseparkresort.com](http://www.sunriseparkresort.com), \$125 fee.

#### JULY 2012

#### July 20-22: Bowhunter Happening

- 10, 15-target 3D target fun courses, a dedicated kids and beginner course. Great campout and family event.
- Location: Mormon Lake.
- Hosted by: Arizona Bowhunters Association.
- Register: [www.arizonabowhunters.org](http://www.arizonabowhunters.org)

#### SEPTEMBER 2012

#### Sept. 1-2: Robbins Butte Junior's Dove Hunt

- Dove hunting just for kids at a Game and Fish wildlife area managed for migratory birds, breakfast provided.
- Location: Buckeye, Robbins Butte Wildlife Area.
- Hosted by: Game and Fish, Chandler Road and Gun Club.
- Information: [www.azgfd.gov/dove](http://www.azgfd.gov/dove)

#### Sept. 6 & 8: Beginner's Dove Hunt and Training

- Classroom instruction about hunting doves, shotguns, firearms safety, followed by a real dove hunt on Saturday.
- Location: Mesa, Game and Fish regional office.
- Hosted by: Game and Fish, Youth Outdoors Unlimited.
- Register: Dave Carson, [dcanson@azgfd.gov](mailto:dcanson@azgfd.gov)

#### Sept. 7-9: Becoming an Outdoors Woman

- National program for women to learn about activities like rappelling, hiking, camping, fishing and more.
- Location: Prescott, Friendly Pines Camp.
- Hosted by: Arizona Wildlife Federation, Game and Fish.
- Register: [www.azwildlife.org](http://www.azwildlife.org), \$245 fee.

#### Sept. 22-23: Trapper's Fall Rendezvous

- See how trappers lived in 1850, predator calling, fur sale preparation, certified trappers course taught, food.
- Location: Payson.
- Hosted by: Southwest Fur Harvesters.
- Information: [www.southwestfurharvesters.com](http://www.southwestfurharvesters.com), Scott Carpenter (523) 695-5887.

#### OCTOBER 2012

#### Oct. 5-7: Unit 1 Squirrel Camp

- Learn about hunting tree squirrels for beginners, other outdoor skills activities, food provided.
- Location: Pinetop/Lakeside, Los Burros Campground, Unit 1.
- Hosted by: Game and Fish, Rocky Mountain Elk Foundation, Arizona Elk Society.
- Register: Game and Fish Pinetop office, (928) 363-4281.

ap, Fish, Shoot, Wildlife Recreation

### but not ready hunting yet?

still want you to come on the outdoor experience thing is just one portion of it. Many of these camps are people wishing to learn life biology, ecology and shooting, archery, wild-yping, camaraderie and are interested, just contact and let them know.

#### U Juniors Elk Camp

- ing elk, camping, other food provided.
- Location: Mountain, Greens Peak.

Outdoors Unlimited, Rocky anderson, Arizona Elk Society.

[www.youthoutdoorsunlimited.com](http://www.youthoutdoorsunlimited.com)

#### mpkin Center

camp

- biology and habits, food, eggs, gifts, family welcome.
- Location: Roosevelt Lake.

Arizona Hunter's Center (Roosevelt Lake)

[www.arizonahunter.com](http://www.arizonahunter.com)

#### A Junior Deer Camp

ymation and guidance,

- rs, food, campfire.
- Location: Unit 21 & 208.

Deer Association

[www.azdeer.org](http://www.azdeer.org), Scott Streich, (602) 569-0713

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## Wildlife Recreation

Hosted by: Cousewhitetail.com, Youth Outdoors Unlimited.  
Register: [www.cousewhitetail.com/women\\_javelina\\_hunt\\_2013.htm](http://www.cousewhitetail.com/women_javelina_hunt_2013.htm)

### b. 16-18, 2013: Youth Trappers Camp

Certified trapper class followed by hands-on practice of wildlife trapping, food and equipment provided.  
Location: Mayer, Chauncy Ranch.  
Hosted by: Southwest Fur Harvesters.  
Register: [www.southwestfurharvesters.com](http://www.southwestfurharvesters.com), Bob Rhoads (928) 532-5776.

### March 8-10, 2013: Junior's Kkrabbit Kamp

Learn to hunt jackrabbits, other outdoor activities, hunter education required, food provided.  
Location: Tucson area, Three Points.  
Hosted by: Safari Club International - Arizona Chapter, Game and Fish.  
Register: Lisa Marie Gandara (520) 312-8099; [asoci@yahoo.com](mailto:asoci@yahoo.com)

### April 19-21, 2013: Marvin Robbins Youth Spring Turkey Hunt Camp

Learn and get assistance calling and hunting wild turkeys, seminars, outdoor skill activities, camping, and food.  
Location: Happy Jack area.  
Hosted by: National Wild Turkey Federation, Outdoor Experience 4 All, Arizona Bowhunters Association, Theme Predator Callers, Game and Fish.  
Contact: Tim Denny, [longbeardsaz@gmail.com](mailto:longbeardsaz@gmail.com)

### April 19-21, 2013: Marvin Robbins Youth Spring Turkey Hunt Camp

Learn and get assistance calling and hunting wild turkeys, seminars, outdoor skill activities, camping and food.  
Location: Payson area, Cokerd Ridge Campground.  
Hosted by: National Wild Turkey Federation, Arizona Elk Society, Phoenix Yarnment Callers, Game and Fish.  
Contact: Rich Williams, [rich@sawelectric.com](mailto:rich@sawelectric.com)

### April 19-21, 2013: White Mtns. Youth Spring Turkey Hunt Camp

Learn and get assistance calling and hunting wild turkeys, seminars, outdoor skill activities, camping, and food.  
Location: White Mountains area.  
Hosted by: Youth Outdoors Unlimited, National Wild Turkey Federation, Arizona Elk Society, Rocky Mountain Elk Foundation, Game and Fish.  
Information: [www.youthoutdoorsunlimited.com](http://www.youthoutdoorsunlimited.com)

- Fall Hunt Regulations "New to Hunting?" section – 37+ events, increased to 3 pages this year, largest ever

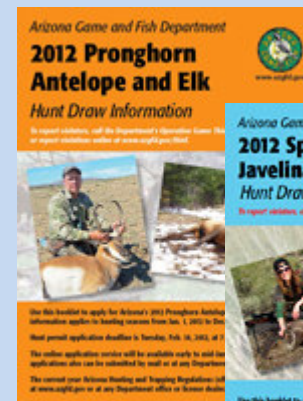


# Other Regulation Promotions

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- Pronghorn Antelope and Elk Regulations
- Spring Regulations (javelina, turkey, bear & buffalo)
- Dove & Band-tailed Pigeon Regulations
- Waterfowl and Snipe Regulations

In each of these regulations, there is a listing of the HAHWG events related to that regulation, or those events that correspond at the time of publishing.



# Continuing our strengths - WEB

The screenshot displays the Arizona Game and Fish Department website. The header includes the department's logo, name, tagline "MANAGING TODAY FOR WILDLIFE TOMORROW", website URL "www.azgfd.gov", and phone number "602 942-3000". A navigation bar lists various services like "BUY LICENSES", "BIG GAME DRAW", "eNEWS", "CALENDAR", "VIDEO", "HUNTING", "FISHING", "WILDLIFE VIEWING", "CONSERVATION", "EDUCATION", "BOATING", "SHOOTING", "OHV", "SITE MAP", and "EMPLOYMENT".

The main content area is titled "ARIZONA OUTDOOR SKILLS EVENTS" with the subtitle "Mentored workshops designed to teach hunting, trapping, fishing, and shooting activities." It includes a paragraph about the department's commitment to providing opportunities for first-time hunters and a list of upcoming events.

A calendar titled "OUTDOOR SKILLS EVENTS" for June 2012 is shown, with events highlighted in various colors. The events include:

- Memorial Day (June 18)
- John F. Kennedy (June 19)
- Flag Day (June 14)
- AES - Wapiti Antelope Day (June 15)
- Father's Day (June 17)
- DCA Elk Hunt (June 18)
- Junior Gun Safety, Marksmanship Day Camp (June 26)
- Sunrise Archery 3D Shootout (June 29)

On the right side, there is a "Let's Talk Deer" section with a search bar and a list of tweets from users like ashleyvennum, javartide Deer, LilWhit\_Stout, and jana\_cyrus Hunting. Below this is a "TAKE THE NEXT STEPS" section with links to various resources and programs.

## Features:

- New event calendar
- Twitter feeds
- Next Steps info
- Links to regulations

## Coming improvements:

- Health, learning and lifestyle benefits
- Statement about event standards, best practices
- Listing of HAHWG partners

[www.azgfd.gov/OutdoorSkills](http://www.azgfd.gov/OutdoorSkills) web page  
Visitation to page increased 39% from 2010

# Continuing our strengths - WEB



- 15,650 visitors, 1 minute 53 seconds average visit
- Visitors finding page direct and through other links on G&F website

# Social Media

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- Facebook
  - Event listings and promotions
  - Sharing by partners, fans
- Twitter
  - Building conversations
  - Using keywords “#hashtags”
    - #azhunting
    - #azdovehunt
    - ? Others, ideas
- Google Calendar
  - Searchable
  - Shareable



# Facebook - Events

- Full Listing of Events
  - Sorted by Date
  - Images
  - More Detail
- Engagement
  - “Likes”
  - Attendance
  - Questions
  - Comments
  - Interaction

The screenshot displays the Facebook interface for the 'Arizona Game and Fish Department' page. The left sidebar shows navigation options: News Feed, Insights, Events (selected), and Suggested Events. Below this are app categories: Photos, Notes, Questions, Links, and Places Editor. The main content area is titled 'Events' and features a '+ Create Event' button. It lists events categorized by 'Tomorrow', 'This Week', and 'This Month'. The '2nd Annual Youth Shooting Event' is highlighted, showing details like the date (Saturday, January 21, 2012), time (9:00am until 9:00pm), location (Wickenburg Shooting Range), and host (Wickenburg Sportsmen's Club). A map shows the location in Wickenburg, Arizona. To the right, a comment thread shows users asking questions about hunter education and gun ownership, with responses from the department.

**facebook** 581 28 Search

**Arizona Game and Fish Department**

FAVORITES

- News Feed
- Insights
- Events**
- Suggested Events

APPS

- Photos
- Notes
- Questions
- Links
- Places Editor

**Events** + Create Event

**Tomorrow**

- Novice Predator Hunt Camp Orientation**  
Tomorrow 7:00pm  
1 guest  
You're hosting.

**This Week**

- Free Family Fishing Event at Cortez...**  
Saturday 8:00am  
1 guest  
You're hosting.
- Free Family Fishing Event at Cortez...**  
Saturday 8:00am  
You're hosting.

**This Month**

- 2nd Annual Youth Shooting Event**  
Saturday, January 21 at 9:00am  
3 guests  
You're hosting.
- Junior Hunt Camp**  
Friday, January 27 at 7:00am  
3 guests  
You're hosting.
- Juniors-Only Javelina Hunt Camp**  
Friday, January 27 at 7:00am  
You're hosting.

**2nd Annual Youth Shooting Event**  
Public Event · By Arizona Game and Fish Department

Saturday, January 21, 2012 9:00am until 9:00pm

Location: Wickenburg Shooting Range

Hosted by: Wickenburg Sportsmen's Club  
Contact information: Craig Heath at 623.882.2140 or cheath@azgfd.gov  
Learn archery and how to shoot rifles.

**Wickenburg, Arizona**  
View Map · Get Directions

**Cody Davis**  
do you need to have our hunter education  
Like · Comment · November 25, 2011 at 11:41am

**Arizona Game and Fish Department** Hunter education is not required for this event.  
December 6, 2011 at 8:40am · Like

**Cody Davis** do you have to be there at nine a.m and until nine p.m  
January 4 at 12:33pm · Like

Write a comment...

**Roberta Davis**  
do you need to own your own gun/bow?  
Like · Comment · November 1, 2011 at 10:52am

**Arizona Game and Fish Department** Nope! We will provide all guns and bows for this event.  
November 4, 2011 at 11:22am · Like

**Andrew Lucas** What is the age limit? My son is 11.  
Monday at 9:47pm · Like

Write a comment...



# Paid Advertising

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- Facebook ads in July-Aug.
  - Waiting on FY13 budgets
- Considering testing ads in family magazine / website
  - Raising Arizona Families
  - Arizona Parenting
    - Both have had articles about hunting, fishing, wildlife, or the outdoors
    - Both have calendar of events for families
    - Both attract a family-focused customer
- Researching PSAs based on health, lifestyle and learning benefits

## Get Outside, Arizona!



Want to learn to hunt, fish, trap or camp? Click here for a list of camps taking place throughout the year and across the state!

9,910 people like Arizona Game and Fish Department.



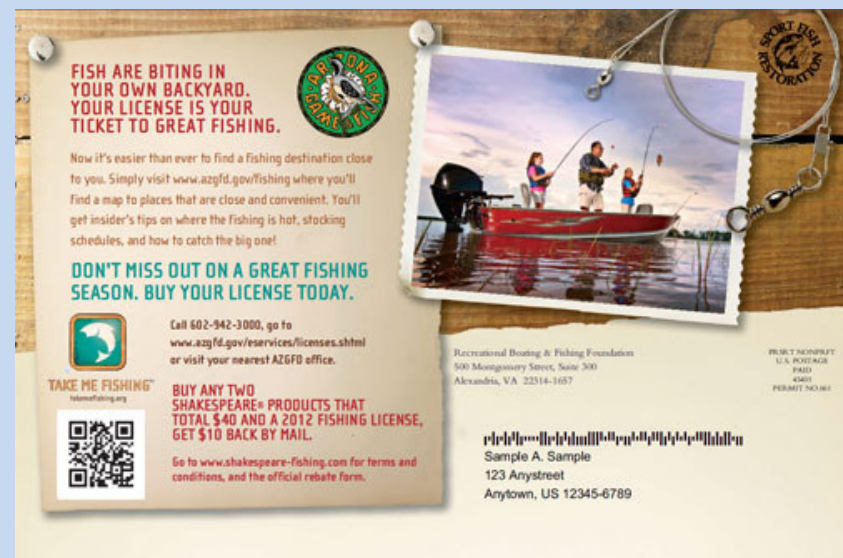
# External Promotions

- **Outdoor writers / bloggers**
  - AzWanderings.com
  - Thewoma.com
  - Kingman Newspaper – Don M.
  - Desert Rat Outdoors
  - Yuma Sun – Jean W.
  - Many others
- **Outdoor websites:**
  - Coueswhitetail.com
  - TheArizonaHunter.com
  - Arizona Sportsman's Journal
  - Many others
- **Other sources/news/societal:**
  - Movies: The Hunger Games
  - Magazines: food, family, parenting
  - Preppers & locavore movements



# Fishing – Lapsed Angler

- Lapsed Angler campaign
  - Recreational Boating Fishing Foundation (RBFF)/ Shakespeare
  - 74,000 directly mailed postcards
  - Radio PSA
  - Cash rebate program
- Similar program for boater registration (netted \$105,000)





# Fishing – For Millions

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- Cabela's Fishing for Millions-incentive to participate
  - AZ tagged fish in 3 lakes
  - Promoted by G&F: website, news releases, radio appearances, fishing report and more.
  - Runs May 5 to July 8



# Fishing – State Parks

- Nature's Waterpark Showdown
  - Recreational Boating Fishing Foundation (RBFF)/ State Parks
  - Social media campaign using Facebook
  - Alamo Lake in AZ
  - Incentive-based for travel prizes





# Cyber-Fishing

- **G&F launched interactive fishing / boating website**
  - March 2012
  - Search by species, lake, region, water types and more
  - Detailed information about lake
  - GPS and driving directions



Point your browser to:  
[gis.azgfd.gov/fishandboat](http://gis.azgfd.gov/fishandboat)



**Questions?**

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